Minnesotan On A Mission

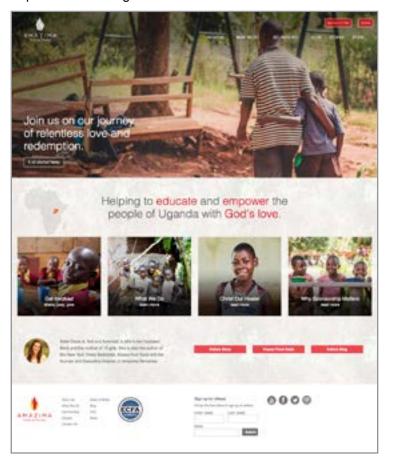
In October of 2016, Jessica Brown will pack up some of her belongings and leave her job as an ICU nurse at a local hospital to travel over 2,100 miles to Vincente Guerrero, Mexico to become a missionary. Throughout her year at the mission, Jess will work in the clinic and help develop an outreach program to get the community involved.

This site will help Jess share her faith testimony working as a missionary, as well as connect the works of the mission with the people back home (her church, family and friends), so they can get involved and learn the various ways to support the work that she will be doing.

Competitive Analysis

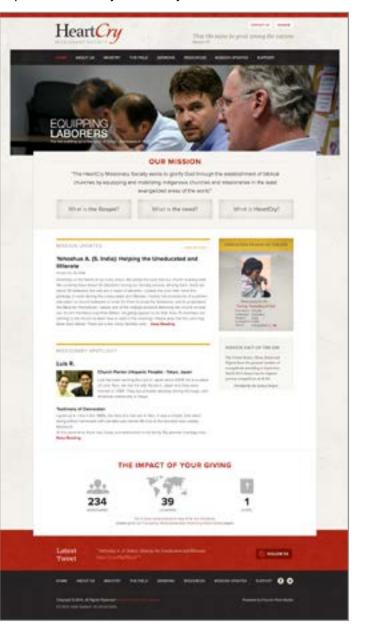
Amazima Ministries

https://amazima.org/



HeartCry Missionary Society

http://www.heartcrymissionary.com/



The Very Worst Missionary

http://www.theveryworstmissionary.com/



Amazima Ministries

https://amazima.org/

Pros:

- Clear "Call To Action" buttons at top
- Large images tell visual story
- Map in middle section defines location
- Simple color palette
- Photo blocks for links
- Consistent logo and page layouts
- Responsive design

Cons:

- Uses "Call To Action" button style/color for all buttons
- Top navigation submenus get hard to read (slightly opaque background over images, if image is busy, menu blends in

This site is really well done in my opinion. It's clear, easy to get around, has a clear purpose and cause that it's bringing awareness about. The organization seems personable, and it states in several sections how visitors can support the cause. Red seems to be a common color for mission sites...

HeartCry Missionary Society

http://www.heartcrymissionary.com/

Pros:

- Clean, easy to follow
- Fact of the Day and numbers laid out with icons at the bottom
- Easy to navigate
- Nice texture
- Cohesive site throughout

Cons:

- Large organization, not guite as personal
- No sticky menu, have to scroll up
- Not responsive
- "Call To action" not blatantly obvious

This site is for a large organization, so you have to extrapolate out what is useful for an individual missionary's site. The "Call To Action" buttons in the upper right could stand out more. I'm also not such a fan of having a slider on the homepage, but I get that it helps present a lot of information in a compact space. And I kind of like the use of the yellow (gold?) for the different sections on the homepage, to subtly separate them a bit more.

The site is easy to navigate overall, but on the homepage, I wish they made it more clear that the three modules (about the gospel and need) were obvious that they would pull up videos that popup over the site.

The Very Worst Missionary

http://www.theveryworstmissionary.com/

Competitive Analysis

Pro:

- Missionary's personal site
- Singular perspective/voice

Cons:

- Strictly a blog
- Too many ads
- No photo section
- No "call to action"

This site is literally just a blog, and a bit of an outdated one at that. But frankly it's hard to find individual missionary's sites (unless you know them). Most can't afford to have someone build a site for them (and aren't comfortable with the "out of the box" options that are common). Or they don't think they'll have access to internet where they're serving. Either way, this site was included because it is an individual's blog, that could use a bit more polish in my opinion.

STRATEGY

FFHM's Mission Statement

Foundation for His Ministry is a mission whose purpose is to glorify God by making disciples of Jesus Christ. To this end we share and demonstrate God's love through the power of the Holy Spirit by meeting basic spiritual, physical and educational needs of those in Mexico and beyond. This will be done in such a way as to establish the Mission as a model of effective ministry for other parts of the world.

Jessica's Mission Statement

While I haven't asked her to articulate a particular mission statement, Jess has mentioned many times that she has been called to serve at the Mission. She has worked for the past decade as an ICU nurse, and feels that her skills and trade would be helpful to the people who come to the clinic at Vicente Guerrero, as well as being a part of the community outreach, to help people get proper healthcare that they so desperately need.

Project Overview

Jess wants a site that brings awareness to the work the Mission does on a daily basis, as well as a way to educate the people from her church about the outreach work and ministry, and the community they serve and are a part of. As a missionary she will be reliant on donations and sponsorship for living expenses, so having a way to share the work she does at the clinic and the mission is an important component for donors to not only see the good their money does, but also to learn more about Jess' service as a whole.

Business Summary

While Jess will be predominately working in the clinic, and helping develop a community outreach program, there are many other things that the Mission provides to the community that she will also be involved in. Throughout her tenure at Vicente Guerrero Jess will be bridging the physical gap between helping to meet the needs of the people in Mexico, and bringing awareness of those needs and the subsequent work/projects to the people at her church back home (in Bloomington, MN), so funding and participation continue to help keep the Mission running.

Website Target Audiences

The following audiences drive the goals and strategies articulated in this document.

- Members of Jess' church
 - People she already knows well who are already likely to donate
 - People who know of her, but might not know her well enough to donate without more information
 - Other people considering missionary work but want more information
- Friends and family members who would donate and like to be kept abreast of Jess' work

Business Goals

The goals of this site are to:

- Encourage sponsorship and donations to pay for Jess' living expenses while working at the Mission
- To teach people about the work that Jess and the other missionaries are doing
- To act as a testimony of Jess' journey and how her faith evolves because of it

Strategies

We define strategies as plans of action to achieve business goals.

Goal	Strategy
Encourage sponsorship and donations to pay for living expenses	 Create an online space where Jess can continually update her fellow church members on the progress she's making on her mission. Tell stories about how current sponsorship money is used, illustrate the ways that donations help further progress. Provide an easy way for people to make tax-deductible donations to support Jess' mission trip.
Teach people about the work that Jess and other missionaries are doing.	 4. Create an area where updates can be posted about projects that the mission is involved in. 5. Tell a visual story through photos and possibly videos of the progress being made at the mission, as well as introducing people of the local community to the church in Minnesota
Act as a testimony of Jess' journey, showing how her faith evolves	 6. Create a multi-faceted space where Jess can talk about her personal journey as a missionary, and illustrate the ways that she's been changed through her service. 7. Create a feeling of community, so visitors become engaged in Jess' story and want to join her on the journey.

Tactics

This section includes tactics that relate to each of the recommended strategies. More specific tactics will also be addressed in the **User Experience Architecture** and **Requirements Definition** documents.

Strategy	Tactic	
Create an online space where Jess can continually update her fellow church members on the progress she's making on her mission.	 Create a website with a blog section that can easily be updated Make the website easy to navigate, consider visitors of various ages Make website responsive so visitors can access it through a variety of devices 	
Tell stories about how current sponsorship money is used, illustrate	Create a category on the blog to call-out fund usage	

	the ways that donations help further progress.	 Tag blog posts that illustrate how sponsorship helps Present visual stories/evidence of donation usage with photos in the supporting blog posts 	
3.	Provide an easy way for people to make tax-deductible donations to support Jess' mission trip.	 Put plenty of links throughout the site to Jess' page on WorldOutreach.org Make sure the links open a new tab vs taking you off Jess' site Put instructions on how to support Jess, make it clear that donations are tax-deductible Create a page on the site that tells people directly how they can get involved and donate. 	e
4.	Create an area where updates can be posted about projects that the mission is involved in.	 Create an "About The Mission" page that is easy to update and can have a section about current projects Create a category/tags for the blog that relate to work the Mission is doing vs Jess Make it easy to upload photos showing Mission projects 	
5.	Tell a visual story through photos and possibly videos of the progress being made at the mission, as well as introducing people of the local community to the church in Minnesota	 Create a gallery page where photos can be viewed as a collection or singularly Give Jess the ability to post photos within blog posts to add some color and visual aspects to the posts Have a good amount of images throughout the site on various pages to give the site a personal feeling 	I
6.	Create a multi-faceted space where Jess can talk about her personal journey as a missionary, and illustrate the ways that she's been changed through her service.	 Build a blog Create tags and categories that can be used to sort posts Use ACF to build fields for Jess to be able to modify the layouts of posts and add media as needed 	е
7.	Create a feeling of community, so visitors become engaged in Jess' story and want to join her on the journey.	 Enable comments (give Jess the ability to moderate them) in order to add an interactive element to her site, and help create a sense of community. Create a contact form so visitors can easily get in touch with Jess)

Technology

Completed site needs to be built on WordPress platform

- Site needs to be responsive/mobile friendly
- Need to have RSS Feed option
- Contact form on its own page
- Moderated comment section on blog posts
- ¡Query for expanding sections (with non-JS fallback)
- Photo gallery plugin

Measurement

User Experience

Extensive user testing based on strategic goals will occur at each of the following phases:

- Wireframing
- Design Concepts
- Beta Site
- Final Site

Results of testing and planned changes based on testing will be shared with the client.

Success Metrics:

Success of the site will be measure in two main ways. First, and foremost, will be the amount of donations and sponsorships that Jess receives (tracking how many people click on the various "Donate" links throughout the site, when checking those numbers against donations). Second, checking site traffic via Google Analytics to see where people are going on the site the most, and what kinds of content they're most interested in.

CREATIVE CONSIDERATIONS

This section outlines branding and design considerations for the project. This affects the **User Experience Architecture**, **Design Concepts** and **Copywriting**, which follow this document in the planning and production process.

Branding + Documentation:

Client would like site to include:

- A handwritten font throughout the site to give the site a more personal feel to it.
- Plenty of images on each of the pages. She is a budding photographer, and would like to be able to share photos with her site visitors.
- Playful colors
- A clean design that's easy to follow and navigate around

Other desirable website features/functions

- Eventually the site will be built on WordPress, so it can easily be updated and modified by Jess while in Mexico.
- jQuery will be used to give the site some moving elements, and to help it feel up-to-date.

Information Architecture + User Experience

User Research

These will be added to this document when available.

Site Map

Please see the attached document that contains the site map and wireframes.

Type & Colors













Journey Outreach
CommunityLearning Testimony
Gospel Mexico Service
Miccion









Over the Rainbow

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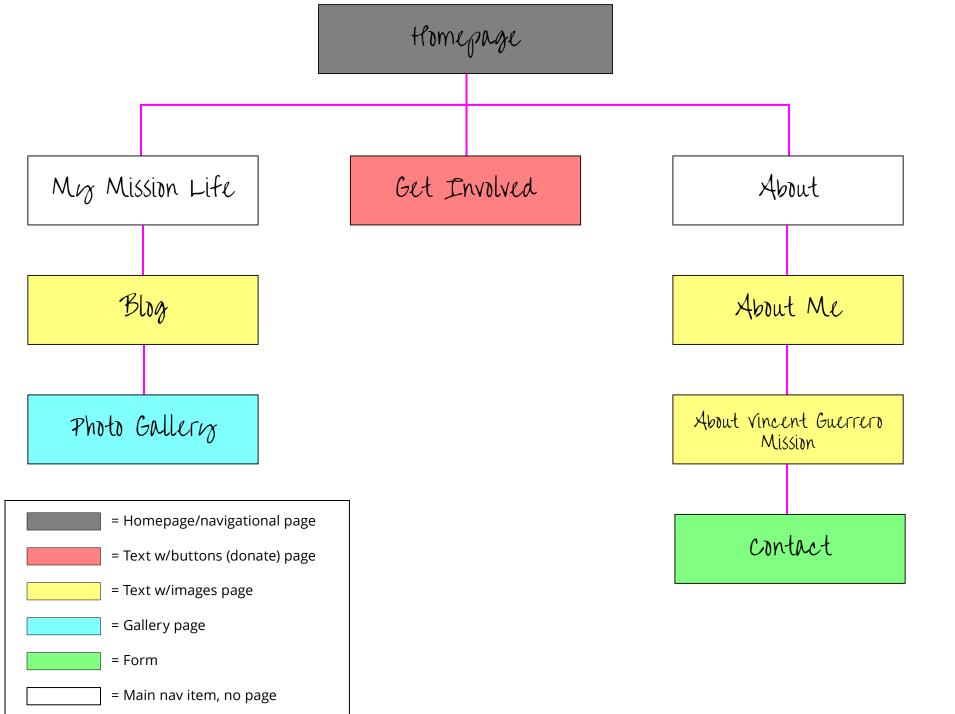








Sitemap



Design Option #1





SUPPORT MY MINISTRY

Financially

Supporting my ministry is easy and gifts are tax de-ductible. The fastest way is to make an online dona-tion via www.WorldOutreach.org/donate and select my name from the list. The system can process USA & International cards. You can also set-up automatic monthly gifts if you select the "Monthly" option. Or simply mail your gift to World Outreach Ministries, PO Box B, Marietta, GA 30061 and designate it for Jessica Brown #xxx.



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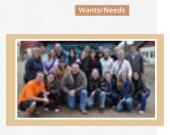
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Gifts In Kind

SUPPORT THE MISSION

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A LITTLE BACKSTORY...

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WHY I'M ON A MISSION...

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Design Option #2



Minnesotan On A Mission

"Then I heard the voice of the Lord, saying, 'Whom shall I send, and who will go for Us?' Then I said, 'Here am I. Send me!'" - Isaiah 6:8

For one year I will be living at the Vicente Guerro Mission, in Baja Mexico, working in the clinic and striving to serve and minister to those who are in need. This site will be a place for me to tell you about daily life at the Mission, and testify to the experiences and work that I'm doing.











Latest Blog Posts















Get Involved

Ways To Support My Ministry



Financially

Supporting my ministry is easy and gifts are tax deductible. The fastest way is to make an online donation via www.WorldOutreach.org/donate and select my name from the list. The system can process USA & International cards. You can also set-up automatic monthly gifts if you select the "Monthly" option. Or simply mail your gift to World Outreach Ministries, PO Box B, Marietta, GA 30061 and designate it for Jessica

Emotionally

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Ways To Support The Mission



Financially

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Gifts In Kind



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My Mission Life Get Involved About

About Me

A Little Backstory...

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Why I'm On A Mission...

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Minnesotan On A Mission

My Mission Life Get Involved



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Design Option #3

Minnesotan On A Mission



Get Involved

Ways To Support My Ministry





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Ways To Support The Mission



Minnesotan On A Mission

My Mission Life Get Involved



About Me

A Little Backstory..

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Final Design/Build



















Screenshots From Live Site -Homepage

Desktop > Tablet > Mobile

http://moam.lisawolfsonmyers.com/

Screenshots From Live Site

-Get Involved Page

Desktop > Tablet > Mobile

http://moam.lisawolfsonmyers.com/getinvolved.html



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About Mc

My Faith Story...

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When the prospher was done there was an other call and my follow students with I were asked to pray for arguest who came up. While proping for others, is where t Supply 1997 call, Cond. asked the for his became two and I may not be too business in account to eachers that He total the dust one day hereald be called, I district know what that maint until vinter 20 years later when I heard tion again, telling the to return to

Why I'm On This Mission.

spoke to my heart and und "this is where you're represent to be," it for the servicing that you can be received describe it has to be expenses and that once you've felt that pull you, become you'd gloss prophing to fulfill that begins to survey, when requiring to Minoretation, the resetty of setus I was peerfully to do began to set in and 15 peters pears, pack up-some of my trings in a titalor, and inserts Mostor for a post FC total I tituly the of help the way toward to had the I layer Spanish involved hereta force prought to work in a direct full-long? An Expany? The more I thought about it, the more Carayed on 6, the calmer my brain become, the more excited my heart assemptioning? Land, I formess that the recognise to wherein the consume to the airclustrate free called to do, those list a calling and I have no other those por would learn work small than to serve where Sold a blacking me.

Random Bits About Me.

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- * Tright 68 have a squarey big by that he had about one born through cyroteste. used 6 as a thew by as a chief, (promise you those days are long behind me).
- . I the to med young adult route (no pulgement, you trees you love Harry Potter but)
- a 1 have literally given all over central Microsofts to take sattures of Paul Survey and giart arrival statues (I have the photos in prove III)
- . The still not oriently presides of shall favore to be when I grow up, but I keep region I'll.



About Mc

My Faith Story.

Feed Epison old provp ded y with his in the ball from an Though Ewelt to a provint other altershell shouth with my Gentle. ainst star at at the things that you cwed to do to be a Chrosian. 6 securit circli 195 grade that I really under mood what that thearts.

Swit pers, over some break, no situal sent the 7th and fill grade place to Momenta, Mosco, Wheel- eats 13 years old if eats finally thy turn, and it was turning this may that I had my that read aspersons with tolking to an man's please as we could likely speeding it not sensiting I are normally conferable with and public spearing to Sparriet desire strongly reading rate of a feet absorber in 400017 size or excombine sery, but on the day it was the acognisms I was given. The Specifies designing other reviews giving away fillets, and inviting the consequely to come to the much find an expering service. The sense speciates, and specifically it and in Special and I socialist necessarily understand the words, it was the first sine or sky life that i mails felt.

When the presenter was come there was an after AM and My feltow. residence and I were saled to gray for priyons who came up. White prisons for latery, is elect these trivial, for selective to become this and I see only too happy to accept. It was here that he rold for that 20 years below when I flested Her agent, belong the fit sels in the sense.

Why I'm On This Mission.

the presence of that.

Write I was proving to the close or Viscous Surrows Mission in a recent trip. Diet gestellte my haart and sad "The is where you're gene asserting to fulfil their theory to servic After seturning to that for ever time years, puch up come of my things to a fruitio, and move to Meetin for a post? Could hardy be of help-fer way t word to bull Car House Sported marked borns for anough to work in a riste Authorized two turning? The entire I thought planed it, the entire I project saftyr from spilled no nity. I have felt a cacking, and I have my other shoots

Random Sits Almut Me.

- a Water took on a Broadway accombinate I will be products much the took and will 1996 to sing and has around unsufficiently beant gate for are one wings hart the late 80% , no shared
- a 178s in real years paid mosts includenant, you know you tree!
- . Charal Results (show all over comes Moneyate to later persons of Paul Surper and part with a loanur if have the phone in prove th
- loog friging Plance It short lifted 6.





My Facts Dony

Why Lie Dr. Too Monies.

Booker Sty Name No.

management to be "It both consulting that pio, can release all recorded to Observations, the respire of write his presenting to the began to pin to peron it, the carrier only load became, the more socied my heart became and the deploy it of buddenly not that there exist even a Social Mills manufactory (per,) because their time recentles in advance for amount in his post-

- . I'm not making, I want serously after \$100 miles by Thin blint San Sousi entraine, I hower? that is its first per, but him grandeness the My would
- Congressions a square pigits that the had stored wanter (Prough I probably used It as a cheeking as a chill, I promise you from
- . I'm stiffing artises posted of what I want to be when I grow up, but I

Screenshots From Live Site -About Me Page

Desktop > Tablet > Mobile

http://moam.lisawolfsonmyers.com/aboutme.html

Screenshots From Live Site -Blog Landing Page

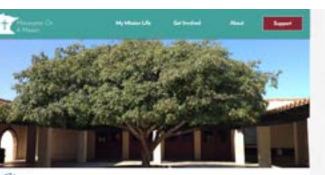
Desktop > Tablet > Mobile

http://moam.lisawolfsonmyers.com/bloglanding.html



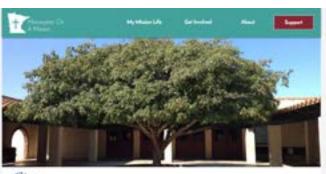
















Coren gours of selecture and



























